To: DDA:MSMAIL=RJRWS/RJRPO4/KERIGAJ; O=RJREM; P=WSX400; A=RJR; C=US
DDA:MSMAIL=RJRWS/RJRPO4/WILLARY; O=RJREM; P=WSX400; A=RJR; C=US
From: Orourke, Rory
Posted: 9/24/97 16:50
Opened: 9/25/97 8:31
Subject: Salem Party Party Party Party Party

Dear Yvette and Jack:

Attached is the letter we sent out to our Sales Reps and Managers regarding your offer of a party in exchange for name genertion cards. You found our weak spot. I guess we all have our price, and for us, it's a party.

Rory

CC: 1200 - New York Region (SCULLYA), 1210 - New York ROU (ALVICHA)

51851 9384

Source: https://www.industrydocuments.ucsf.edu/docs/kkyn0000

R J Reynolds
Tobacco Company

September 24, 1997

To: All Sales and Territory Representatives

Subject: Menthol Name Generation Cards / Region Party

Dear Ladies and Gentlemen:

Attached are the name generation cards I promised you last week. I have attached the original letter to refresh you about the program.

NEW TWIST

The SALEM Business Unit wants to throw us a party. (Bless their little hearts!)

How extravagant the party is, is up to us. Here's the deal:

All sales and territory reps in the region MUST submit a minimum of 5 **quality** name generation cards. The first 5 cards qualify you for the two soft-side coolers. For every card you submit after that, SALEM will provide $1.00 for our party.

The completed cards must be from **competitive menthol** smokers (preferably Newport) between the ages of 21 and 34. Each card must be name stamped, and include your division number. All cards should be mailed directly to the ROU with your normal mail. The first five cards must be in the ROU no later than October 15th. The cut off date for getting the rest of the cards into the ROU has not been decided yet. I'll let you know.

Well, that's the deal! I think SALEM under estimates what we can do. I think we should teach them a lesson by killing their budget. A couple grand should do it. How about several grand? It's up to you.

Sincerely,

Mark Young

51851 9385

Source: https://www.industrydocuments.ucsf.edu/docs/kkyn0000